

## Montana Census 2020 Comms Implementation Plan – Education Phase (August through March)

### MT State CCC Economic Development and Business Subcommittee

Target Audiences	Key Messages	Subcommittee Outreach Leads
Business Associations	<ul style="list-style-type: none"> <li>Importance of Federal Funding</li> <li>Need for Accurate Data</li> <li>Additional U.S. House Representation</li> <li>Accurate Data for Redistricting / Voting Representation</li> </ul>	Gloria O'Rourke

Group to reach	Organization / Audience Contact	Planned Communication Method(s)	Target Date for first outreach	Frequency for Communication	Desired Action / Outcome by Audience	Resources Need (materials, staff support, funding, etc.) to accomplish this outreach
Business Associations	Association Members	Each association can decide how best to communicate to members	<b>October</b>	Communications Monthly	<ul style="list-style-type: none"> <li>Possibly form CCCs around common business types– e.g. health care</li> <li>Incorporate Census Messaging in outgoing communications and websites including message boards</li> </ul>	<ul style="list-style-type: none"> <li>Census Messaging for outgoing communications, websites, message boards; brochures; SWAG</li> </ul>
Business Associations	Association Members	Conference time or table at event explaining the importance of the census to funding and planning	<b>October</b>	Several times	<ul style="list-style-type: none"> <li>Allow presentation or table on Census at the meeting (by local CCC or state CCC member, Bureau partner, other)</li> </ul>	<ul style="list-style-type: none"> <li>Draft presentation, brochures, SWAG, Banners, Info on 2020 Census jobs</li> </ul>
Business Associations	Association Directors	Request they write an op-ed, record a PSA, add information/insert to newsletter	October	Several	<ul style="list-style-type: none"> <li>Educate association and community members on the importance of census by writing an op-ed to local paper, recording a PSA, or adding information/insert to newsletters or billing</li> </ul>	<ul style="list-style-type: none"> <li>Draft op-ed letter, draft script for PSA, draft messaging/insert for newsletter</li> </ul>

**POSSIBLE ASSOCIATIONS:** Can provide talking points by Industry Group if requested

**Agriculture:** MT Stock Growers, MT Cattlemen and Women, Implement Dealers, Farm Bureau, Conservation Districts

**Natural Resources:** MT Mining Association, MT Petroleum Association (Alan Olson), Montana Coal Council (Bud Clinch)

**Utilities:** PSC, Rural Coops, Big Utilities - Northwest Energy, MDU, MT Telecommunication Association (Jeff Feiss), Phone & Cellular, Gas, Internet, Water

**Construction:** Unions (Al Ekblad), Boilermakers, Electricians, Plumbers, - Todd Younkin at DLI Licensing, MT Contractors Assoc.,

**Retailers:** MT Based and Multi-state / National Chains – make sure U.S. Census Bureau partners – Auto Dealers, Auto Supply & Tires, Restaurants (Brad Griffin), MT Tavern Association (Margaret Herriges), Breweries (Brian Smith)

**Transportation:** MT based and Multi-state / National Chains – make sure U.S. Census Bureau partners- MT Rail Companies (BNSF, MT Rail Link- Matt Jones), Truckers (Spook Stang), DLI licensees, Cape Air

**Information and Tech:** MATR (Russ Fletcher), MT High Tech Alliance, MEDA Telecom group, MT GIS Professionals (MAGIP). Montana Photonics Industry Alliance (Trent Berg)

**Financial:** MT based and Multi-state / National Chains – make sure U.S. Census Bureau partners- MT Bankers Association, MT Association of Independent Credit Unions (Greg Strizich), Independent Banks, Insurance Agents

**Professional, Scientific, and Technical Services:** MT Bar Association, MT Association of Professional CPAs, Architects, Engineers, High Tech Alliance, HR professionals, MT Assoc. of Executive Directors, MT Association of Realtors, DLI licensees, MT Association of Planners Janet Cornish), State Human Resource Professionals, Funeral Directors (John Tarr), Sanitarians

**Health Care:** Chiropractors, MT Medical Association, MT Hospital Association (Sean Becker), Nurses, DLI healthcare licensees, Podiatrists, Optometrists, Dentists

**Entertainment, Accommodation, Recreation, Food Services:** Restaurant Assoc., MT Tavern Owners, Breweries, Film Industry (Allison Whitmer), TAC (Jan Stoddard),

**Construction/Housing:** Housing Coalition, MT Contractors, DLI licensees

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Economic Developers	<ul style="list-style-type: none"> <li>Importance of Federal Funding</li> <li>Need for Accurate Data</li> <li>Additional U.S. House Representation</li> <li>Accurate Data for Redistricting / Voting Representation</li> </ul>	Kathie Bailey and Gloria O'Rourke

Group to reach	Organization / Audience Contact	Planned Communication Method(s)	Target Date for first outreach	Frequency for Communication	Desired Action / Outcome by Audience	Resources Need (materials, staff support, funding, etc.) to accomplish this outreach
Economic Developers	CRDC Directors / County Development Directors – Richland, Lincoln, Flathead, Ravalli, Missoula	Request they write an op-ed, record a PSA, add information/insert to newsletter	October	Several	<ul style="list-style-type: none"> <li>Educate clients and community members on the importance of census by writing an op-ed to local paper, recording a PSA, or adding information/insert to newsletters or billing</li> </ul>	<ul style="list-style-type: none"> <li>Draft op-ed letter, draft script for PSA, draft messaging/insert for newsletter</li> </ul>
Economic Developers	RDC Directors / County Development Directors – Richland, Lincoln, Flathead, Ravalli, Missoula	Messaging and materials explaining the importance of the census to businesses	October, March	Communication Monthly	<ul style="list-style-type: none"> <li>Display Census materials at offices</li> <li>Educate clients and employees on importance of self-response</li> <li>Participate in local CCC efforts</li> <li>Add census promotional messaging to emails, newsletters, other correspondence</li> <li>Add Census info to economic development office website</li> </ul>	<ul style="list-style-type: none"> <li>Draft messaging for bills and website; brochures; window clings and stickers, Census toolkits, SWAG</li> </ul>
Economic Developers	RDC Directors / County Development Directors – Richland, Lincoln, Flathead, Ravalli, Missoula	Examples of projects funded due to Census (DOC database)	Fall	Once	<ul style="list-style-type: none"> <li>Provide examples of projects receiving federal funds that were allocated based on census count</li> </ul>	<ul style="list-style-type: none"> <li>List and description of projects in format for digital posting</li> </ul>

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Economic Developers	CRDC Directors / County Development Directors	Have Census presentation / display as part of conferences	October	Several times	- Allow presentation or table on Census at the meeting (by local CCC or state CCC member, Bureau partner, other)	- Draft presentation, brochures, SWAG, Banners, Info on 2020 Census jobs

Target Audiences	Key Messages	Subcommittee Outreach Leads
Business Owners	<ul style="list-style-type: none"><li>Importance of Federal Funding</li><li>Need for Accurate Data</li><li>Accurate Data for Redistricting / Voting Representation</li></ul>	Aaron Pratt

Group to reach	Organization / Audience Contact	Planned Communication Method(s)	Target Date for first outreach	Frequency for Communication	Desired Action / Outcome by Audience	Resources Need (materials, staff support, funding, etc.) to accomplish this outreach
Businesses	MT based businesses Chamber Lists, CEIC list, Made in MT members, MSU Extension Customers, MMEC customers, Reference USA, MIBA	Messaging and materials the importance of the Census to businesses	<b>October, March</b>	Several times	<ul style="list-style-type: none"><li>Display Census materials at business</li><li>Educate clients and employees on importance of self-response</li><li>Participate in local CCC efforts</li><li>Add census promotional messaging to bills</li><li>Add Census info to business website</li></ul>	<ul style="list-style-type: none"><li>Draft messaging for bills and website; brochures; window clings and stickers, Census toolkits, SWAG</li></ul>
Businesses	Business CEOs	Phone call / email requesting they write an op-ed, record a PSA, add information/insert to newsletter	<b>October</b>	Several	<ul style="list-style-type: none"><li>Educate customers and community members on the importance of census by writing an op-ed to local paper, recording a PSA, or adding information/insert to newsletters or billing</li></ul>	<ul style="list-style-type: none"><li>Draft op-ed letter, draft script for PSA, draft messaging/insert for newsletter</li></ul>
Businesses	Businesses	Message Boards at business frequented by community (e.g. supermarket); flyers/handouts at locations	<b>October</b>	Monthly	<ul style="list-style-type: none"><li>Educate community members of the importance of census</li><li>Motivate self-response</li></ul>	<ul style="list-style-type: none"><li>Draft messaging for board and flyers, posters, handouts, SWAG</li></ul>

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Businesses	Business employees through the Business	Email, pay advice	<b>October, March</b>	Twice	<ul style="list-style-type: none"><li>- Educate employees on the importance of census</li><li>- Motivate self-response</li></ul>	<ul style="list-style-type: none"><li>- Draft messaging for email or insert in mailing</li></ul>

Target Audiences	Key Messages	Subcommittee Outreach Leads
Utilities	<ul style="list-style-type: none"> <li>Importance of Federal Funding</li> <li>Need for Accurate Data</li> </ul>	Tom Kaiserski / Aaron Pratt

Group to reach	Organization / Audience Contact	Planned Communication Method(s)	Target Date for first outreach	Frequency for Communication	Desired Action / Outcome by Audience	Resources Need (materials, staff support, funding, etc.) to accomplish this outreach
Utilities (excludes national companies)	Electric, Gas, Water, Internet, Telephone, Cellular Companies	Add info to billing about Census Importance	Fall 2019, March 2019	Twice	- Customers are educated, motivated to self-respond and encourage others they know to self-respond	- Messaging / insert to add to bill that talks about importance of Census in general and to utility customers
Utilities (excludes national companies)	Electric, Gas, Water, Internet, Telephone, Cellular Companies	Place Census 2020 promotional materials in Businesses and Utility Vehicles and on business message boards	As soon as available	As needed	- Awareness of upcoming 2020 Census and show support	- Window clings, brochures, SWAG, messaging for sign
Utilities (excludes national companies)	Electric, Gas, Water, Internet, Telephone, Cellular Companies	Add info / link on Census to Website	Fall 2019, March 2019	Twice	- Customers are educated, motivated to self-respond and encourage others they know to self-respond	- Messaging that talks about importance of Census in general and to utility customers and link to census site
Utilities (excludes national companies)	Electric, Gas, Water, Internet, Telephone, Cellular Companies	Have Census presentation / display as part of conferences	At time of conference	As needed	- Educate employees and attendees on importance of the Census to the industry and the state; motivate to self-response	- Table-top messaging / presentation / banners, talking points/ provided speakers demonstrating importance of Census in general and to utility customers

Group to reach	Organization / Audience Contact	Planned Communication Method(s)	Target Date for first outreach	Frequency for Communication	Desired Action / Outcome by Audience	Resources Need (materials, staff support, funding, etc.) to accomplish this outreach
Utilities (excludes national companies)	Electric, Gas, Water, Internet, Telephone, Cellular CEOS	Record a PSA	Fall 2019, March 2019	Once	<ul style="list-style-type: none"> <li>- Write op-ed for area press and do a radio PSA(s) promoting Census and specific benefit to infrastructure planning and funding</li> <li>- Facebook posts on company Facebook Site</li> <li>- Articles for mailing, emails, newsletter other communications going to customers</li> </ul>	<ul style="list-style-type: none"> <li>- Draft op-ed, Script for PSA, Post for Facebook, Articles for customer communications</li> </ul>
Utilities (excludes national companies)	Electric, Gas, Water, Internet, Telephone, Cellular	Reach out to large industrial users	Fall 2019, Spring 2020	Twice	<ul style="list-style-type: none"> <li>- Possibly provide funding to local CCC</li> </ul>	<ul style="list-style-type: none"> <li>- Messaging that talks about importance of Census in general and to utility suppliers / large industrial users.</li> </ul>
Utilities (excludes national companies)	Unions representing utility workers	Outreach from company to union leadership	Fall 2019, Spring 2020	Twice	<ul style="list-style-type: none"> <li>- Educate Union Leaders on importance of the Census to the industry and the state; motivate to self-response and encourage members to self-respond; Possibly provide funding to local CCC</li> </ul>	<ul style="list-style-type: none"> <li>- Messaging that talks about importance of Census in general, to utilities, and to workers.</li> </ul>

**POSSIBLE COMPANIES: Electricity:** Montana Dakota Utilities, NorthWestern Energy, Central Montana Electric Cooperative, Energy West, Fergus Electric Co Op, Flathead Electric Co Op, Glacier Electric Co Op, Marias River Electric Co Op, Lower Yellowstone Rural Electric Co Op, McCone Electric, McKenzie Electric Co Op, Hill County Electric Co Op, Glacier Electric Co Op, Missoula Electric Co- Op Mid Yellowstone Electric CO Op, Montana Electric, Norvalley Electric Co Op, Park Electric Co Op, Sheridan Electric Co Op, Southeast Electric Co Op, Sun River Electric Co Op, Tongue River Electric Co Op, Vigilante Electric Co Op; **Gas:** Ameri Gas, Cut Bank Gas Company, Endbridge Inc., Hardrock Oil, Five Valleys Gas Company, Omimex Canada, ONEOK Inc., Shelby Gas Association, Ranck Oil Company, Western Natural Gas; **All community water companies; Telephone and Cellular:** 3 Rivers, Blackfoot Communications, Bitterroot Communications, Century Link, Hot Springs Telephone, Interbel Telephone Co Op, Newmont Telephone, Northern Telephone, Range Telephone Coop, Ronan Telephone, Triangle Telephone Co Op; **Internet:** Montana Internet, Billings Internet, Bozeman Internet, Centric Internet, Great Falls Internet, Grizzly Internet, Havre Internet, Helena Internet, High Speed Internet Livingston, Great Falls Internet, Livingston Internet, Miles City Internet, Laurel Internet, Missoula Internet, Montana Sky, R F Wave High Speed Internet, Rocky Mountain Internet, Satellite Internet, Tower internet; **Unions:** International Brotherhood of Electrical Workers



### **Possible Communication Methods**

- Posters
- Fliers and brochures - These can be more compelling in places where the issue is already in people's minds (doctors' offices for health issues, supermarkets for nutrition, etc.).
- Newsletters
- Promotional materials - Items such as caps, T-shirts, and mugs can serve as effective channels for your message.
- Internet sites - In addition to your organization's website, interactive sites like Facebook, Twitter, and YouTube are effective mediums for communication
- Letters to the Editor
- News stories, columns, and reports
- Press releases and press conferences
- Presentations or presence at local events and local and national conferences, fairs, and other gatherings
- Community outreach
- Community events
- Word of mouth
- Exhibits and public art
- Videos
- TV - ads and Public Service Announcements (PSAs) – and present news programs that deal with your issue or profile your organization.

Make sure have all coops – gas, telephone, etc.